

# TOP AGENT

MAGAZINE



BRAD SCHMETT





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For Brad Schmett, continually “raising the bar”, comes naturally. “It’s so natural, it’s like breathing”, says Schmett. For Brad and his real estate team of 20 (both sales and administrative staff), delivering consistent world-class services and exceeding client expectations is their big “why”. “I love the competitive nature of real estate and having the opportunity to operate at the highest levels in our industry, not only to provide our clients an unparalleled real estate experience but

also to provide our dedicated team members with a meaningful, rewarding career. I truly like helping people”, says Schmett.

It is this competitive edge that keeps Schmett focused on the needs and wants of clients, proving that great customer service never goes out of style. This “customer-centric” philosophy and standard of putting the client first has contributed to the high level of success for Schmett and his team.





Through his team, Schmett has closed the most sales in the Palm Springs area for three consecutive years starting in 2016 and has been the top producing team in overall closed sales volume for several years running. In addition, Brad and his team are exclusively endorsed in the Greater Palm Springs area

by Shark Tank star and real estate mogul, Barbara Corcoran.

Real estate wasn't always in the picture for Schmett, who had a successful career traveling the United States as Vice President of Sales for a company specializing in





Brad's wife and business partner, Deanna Schmett.

franchise acquisitions. Realizing that he wanted more of a change of pace from the exhausting travel schedule he was maintaining, he thought real estate could provide the career balance he was looking for. While most people enter the industry slowly, Schmett went into real estate guns blazing as he got his broker's license right out of the gate and opened his own company in 2000 with his wife and daughter alongside. "I took a leap of faith that I could do this and have never looked back!" Brad said. Joining industry gamechanger eXp Realty in 2018, Brad has found his sweet spot and is reaping

the rewards of his success with a 25 percent repeat and referral business.

With an extensive background in executive level sales and marketing, Schmett and his team possess a unique value proposition to offer their buyer and seller clients alike, including leading the charge with a huge internet presence that dominates the Palm Springs area market and also having a growing database of over 55,000 buyer leads in various stages of the home search process. "It doesn't matter if you are looking to buy or sell, no other real estate team or agent in the Palm Springs area can





provide the high level of marketing expertise, tools, systems and services that my team and I can. We're unique, we're basically a marketing company, our product just happens to be residential real estate.", says Schmett.

Although Brad Schmett Real Estate Group has grown to 20 team members, the culture of the company continues to be family-like. Big

contributors to the family-like feel include co-founding team member and wife, Deanna Schmett, who serves as the company's CFO and Listing Specialist. Daughter and broker Jacquelyn Stanton, serves as Vice President of Sales and Listing Specialist as well. Deanna and Jacquelyn work closely together to service the team's many listings and provide seller clients with pleasant, first-class selling experience.





Brad says, “I am very proud of my team and we all realize that no one succeeds alone. The team always operates from a humble position as we all come in working hard and smart, making it a point to laugh and have fun along the way”.

While much of Brad’s time is focused on his business, he does take a break from the action to focus on his family and the things he loves

doing such as spending time with his two dogs and working out religiously seven days a week. As he moves forward with his business, his goals are to provide unparalleled client service, to grow his team, and continue to dominate the Palm Springs area real estate market. “We’re going to continue to grow our business by improving our accountability measures, processes, systems and tools we have in place to better serve our clients,” he says.



For more information about the services Brad Schmett Real Estate Group can offer, call 760-880-5845, email [Brad@BradSchmett.com](mailto:Brad@BradSchmett.com), or visit [BradSchmett.com](http://BradSchmett.com)